

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
CHANGES AUG22/12 11.26
*** WFLA-TV ***

1.322 G STREET SE
SALES PRSN WA-
MEGHAN MCGARR (H)

ORDER # _____ CONTRACT # 6278086 CLASS: NATL. LOCAL REGIONAL

[CE]

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	AUG22/12	11.26
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PRGM CHANGE LN'S 1,21,23,46,51,55
TIME PERIOD CHANGE LN 25
TTL SAME \$69,450
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019
PRIORITIES USA ACTION

AGENCY ADVERTISER CODE = 321 AGENCY EST# = 1564
AGENCY PRODUCT CODE = 340

1	NZ 1100A-1200N	30	\$250.00	10/12	10/12	1	FRI	1
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PROGRAM : DAYTIME
CON COM1: DAYTIME
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REP HEADLINE# 6278086
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG22/12 11.26
 CHANGES ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21	NZ		730P-800P	30		\$1,500.00	10/15	10/15	1		MON	1
PROGRAM : ENT TONIGHT												
CON COM1: ENT TONIGHT												
23	NZ		700A-900A	30		\$650.00	10/13	10/13	1		SAT	1
PROGRAM : SAT TODAY SHOW												
CON COM1: SAT TODAY SHOW												
25	T		1130P-1205A	30		\$2,200.00	10/14	10/14	1		SUN	1
PROGRAM : NEWS CHANNEL 8												
CON COM1: NEWS CHANNEL 8												
46	NZ		700P-730P	30		\$1,500.00	10/9	10/9	1		TUE	1
PROGRAM : 7P NEWS												
CON COM1: 7P NEWS												
51	NZ		1100A-1200N	30		\$250.00	10/10	10/10	1		WED	1
PROGRAM : DAYTIME												
CON COM1: DAYTIME												
59	NZ		730P-800P	30		\$1,500.00	10/10	10/10	1		WED	1
PROGRAM : ENT TONIGHT												
CON COM1: ENT TONIGHT												
OCT/12 69450.00												CONTRACT TOTAL 69450.00
												TOTAL SPOTS 60

MARKET TOTALS \$385,833 WFLA 18% WFTS 15% WTSP 23% WTVT 26% WTOG 3% WTTA 4% WMOR 5%
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ACCURATE
 SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

AUG 14/12 14.0
*** WFLA-TV ***

REP. #	OFF. #	SALESMAN #
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BUYER NAME MEDIA PLACEMENT

SALES PRSN WA-
MEGHAN MCGARR (H)

CLASS: NATL. LOCAL REGIONAL

(CE)

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	AUG14/12	14.06
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TTL \$69,450 @60X
PLEASE CONFIRM
THANKS SHOSHANA FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019
PRIORITIES USA ACTION

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1												
AGENCY ADVERTISER CODE = 321 AGENCY EST# = 1564 AGENCY PRODUCT CODE = 340												

LINE	PROGRAM :	CON COM1:	TIME	RATE	START DATE	END DATE	DAYS	QUANTITY
1	1100A-1200N PROGRAM : AMER COURT CON COM1: AMER COURT		30	\$250.00	10/12	10/12	FRI	1
2	1235A-135A PROGRAM : J FALLON-NBC< CON COM1: J FALLON-NBC<		30	\$300.00	10/12	10/12	FRI	1

REP HEADLINE# 6278086
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG14/12 14.0
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
3			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$400.00	10/12	10/12	1		FRI	1
4			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$800.00	10/12	10/12	1		FRI	1
5			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 30/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$450.00	10/12	10/12	1		FRI	1
6			600P-630P PROGRAM : NWSCH CON COM1: NWSCH	30		\$2,000.00	10/12	10/12	1		FRI	1
7			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,250.00	10/12	10/12	1		FRI	1
8			700P-730P PROGRAM : ENT TONIGHT 30 CON COM1: ENT TONIGHT 30	30		\$1,500.00	10/12	10/12	1		FRI	1
9			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/12	10/12	1		FRI	1
10			800P-900P PROGRAM : WHITNEY/COMMUNITY CON COM1: WHITNEY/COMMUNITY	30		\$2,800.00	10/12	10/12	1		FRI	1
11			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/12	10/12	1		FRI	1

AUG 14 / 1.2 14.0
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS
12			1000A-1030A	30		\$350.00	10/15	10/15	1		MON	1
PROGRAM : NEWS												
CON COM1: NEWS												
13			1135P-1237A	30		\$800.00	10/15	10/15	1		MON	1
PROGRAM : TONITE SHW-NBC<												
CON COM1: TONITE SHW-NBC<												
14			1200N-100P	30		\$350.00	10/15	10/15	1		MON	1
PROGRAM : TODAY SHW3-NBC												
CON COM1: TODAY SHW3-NBC												
15			200P-300P	30		\$400.00	10/15	10/15	1		MON	1
PROGRAM : RACHAEL RAY												
CON COM1: RACHAEL RAY												
16			500P-530P	30		\$1,500.00	10/15	10/15	1		MON	1
PROGRAM : NWSCH8 AT 5P												
CON COM1: NWSCH8 AT 5P												
17			530A-600A	30		\$450.00	10/15	10/15	1		MON	1
PROGRAM : NC8 TODAY@5:30												
ORD COM1: 30/SEPT RATES												
CON COM1: NC8 TODAY@5:30												
18			600A-700A	30		\$1,250.00	10/15	10/15	1		MON	1
PROGRAM : NC8 TODAY@6AM												
CON COM1: NC8 TODAY@6AM												
19			630P-700P	30		\$5,000.00	10/15	10/15	1		MON	1
PROGRAM : NWSCH												
CON COM1: NWSCH												
20			700A-900A	30		\$1,400.00	10/15	10/15	1		MON	1
PROGRAM : TODAY SHW												
CON COM1: TODAY SHW												

REP HEADLINE# 7273086
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG14/12 14.0
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$1,500.00	10/15	10/15	1		MON	1
22			1130P-100A PROGRAM : SAT NITE LIVE CON COM1: SAT NITE LIVE	30		\$1,350.00	10/13	10/13	1		SAT	1
23			700A-900A PROGRAM : AVG. ALL WKS CON COM1: AVG. ALL WKS	30		\$650.00	10/13	10/13	1		SAT	1
24			900A-1000A PROGRAM : NWSCH8 SAT-AM CON COM1: NWSCH8 SAT-AM	30		\$500.00	10/13	10/13	1		SAT	1
25			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,200.00	10/14	10/14	1		SUN	1
26			1200N-100P PROGRAM : NWSCH8-NOON SU CON COM1: NWSCH8-NOON SU	30		\$250.00	10/14	10/14	1		SUN	1
27			900A-1000A PROGRAM : NWSCH8 SUN-AM CON COM1: NWSCH8 SUN-AM	30		\$450.00	10/14	10/14	1		SUN	1
28			1030A-1100A PROGRAM : EXTRA CON COM1: EXTRA	30		\$250.00	10/11	10/11	1		THU	1
29			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,200.00	10/11	10/11	1		THU	1

1130-12M due NFL

REP HEADLINE# 0278086
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 AUG14/12 14.0
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
30			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$500.00	10/11	10/11	1		THU	1
31			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/11	10/11	1		THU	1
32			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 3Q/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$450.00	10/11	10/11	1		THU	1
33			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,500.00	10/11	10/11	1		THU	1
34			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,250.00	10/11	10/11	1		THU	1
35			630P-700P PROGRAM : NWSCH CON COM1: NWSCH	30		\$5,000.00	10/11	10/11	1		THU	1
36			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/11	10/11	1		THU	1
37			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/11	10/11	1		THU	1
38			1000P-1100P PROGRAM : PARENTHOOD CON COM1: PARENTHOOD	30		\$4,500.00	10/9	10/9	1		TUE	1

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 *** ORIGINAL REV#0 ***

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AUG14/12 14.0
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
39			1030A-1100A PROGRAM : EXTRA CON COM1: EXTRA	30		\$250.00	10/9	10/9	1		TUE	1
40			1135P-1237A PROGRAM : TONITE SHW-NBC CON COM1: TONITE SHW-NBC	30		\$800.00	10/9	10/9	1		TUE	1
41			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/9	10/9	1		TUE	1
42			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$800.00	10/9	10/9	1		TUE	1
43			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 3Q/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$450.00	10/9	10/9	1		TUE	1
44			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,500.00	10/9	10/9	1		TUE	1
45			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,250.00	10/9	10/9	1		TUE	1
46			700P-730P PROGRAM : ENT TONIGHT 30 CON COM1: ENT TONIGHT 30	30		\$1,500.00	10/9	10/9	1		TUE	1
47			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/9	10/9	1		TUE	1

News @ 7

REP HEADLINE# 6278086
 *** ORIGINAL REV#0 ***

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 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
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AUG14/12 14.0
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
48			900A-1000A PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/9	10/9	1		TUE	1
49			1000A-1030A PROGRAM : NEWS CON COM1: NEWS	30		\$350.00	10/10	10/10	1		WED	1
50			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,200.00	10/10	10/10	1		WED	1
51			1100A-1200N PROGRAM : AMER COURT <i>Wynne</i> CON COM1: AMER COURT	30		\$250.00	10/10	10/10	1		WED	1
52			1235A-135A PROGRAM : J FALLON-NBC CON COM1: J FALLON-NBC	30		\$300.00	10/10	10/10	1		WED	1
53			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$300.00	10/10	10/10	1		WED	1
54			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$400.00	10/10	10/10	1		WED	1
55			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 30/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$450.00	10/10	10/10	1		WED	1
56			600P-630P PROGRAM : NWSCH CON COM1: NWSCH	30		\$2,000.00	10/10	10/10	1		WED	1

REP HEADLINE# 6278086
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG14/12 14.0
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
57			600A-700A	30		\$1,250.00	10/10	10/10	1		WED	1
PROGRAM : NC8 TODAY@6AM												
CON COM1: NC8 TODAY@6AM												
58			700A-900A	30		\$1,400.00	10/10	10/10	1		WED	1
PROGRAM : TODAY SHW												
CON COM1: TODAY SHW												
59			730P-800P	30		\$1,500.00	10/10	10/10	1		WED	1
PROGRAM : EXTRA												
CON COM1: EXTRA												
60			900A-1000A	30		\$950.00	10/10	10/10	1		WED	1
PROGRAM : TODAY SHW2-NBC												
CON COM1: TODAY SHW2-NBC												
OCT/12						69450.00						
CONTRACT TOTAL												69450.00
TOTAL SPOTS												60

MARKET TOTALS \$385,833 WFLA 18% WFTS 15% WTSP 23% WTVT 26% WTOG 3% WTTA 4% WMOR 5%
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ACCURATE

SVC- NSI
 DEMOS- RA35+*

Mundy Katowitz Media, Inc.
1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 748 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Priorities Usa Action/ Issue	Submission Cost: 69450	Campaign Ref: E:120821105
Buyer: ..	Client/Product/Estimate: 321 /340 /1564	Sales Rep: HRP Washington, DC
Schedule Dates: 10/08/12 to 10/21/12	Weeks: 2	Order Ref: 06278086
Est./PO Number: 06278086	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Priorities Usa Actio	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
1	M-F 11a Daytime ...F..	02	250	30 Comme	Nbr of Spots 1		1	250
2	M-F 1237a ET / 1137p CT Late Night ...F..	02	300	30 Comme	Nbr of Spots 1		1	300
3	M-F 2p Rachael Ray ...F..	02	400	30 Comme	Nbr of Spots 1		1	400
4	M-F 4p Dr Oz ...F..	02	800	30 Comme	Nbr of Spots 1		1	800
5	M-F 530a News ...F..	02	450	30 Comme	Nbr of Spots 1		1	450
6	M-F 6p News ...F..	02	2000	30 Comme	Nbr of Spots 1		1	2000
7	M-F 6a News ...F..	02	1250	30 Comme	Nbr of Spots 1		1	1250
8	M-F 7p News ...F..	02	1500	30 Comme	Nbr of Spots 1		1	1500
9	M-F 7a Today Show ...F..	02	1400	30 Comme	Nbr of Spots 1		1	1400
Weekly Totals: Total Spots(Ord Spots)					50	10	60	

Mundy Katowitz Media, Inc.
1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 748 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8886

Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	69450	Campaign Ref:	E:120821105
Buyer:		Client/Product/Estimate:	321 /340 /1564	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/08/12 to 10/21/12	Weeks:	2	Order Ref:	06278086
Est./PO Number:	06278086	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
10	Fri 8p ET / 7p CT Whitney ...F..	03	2800	30 Comme	Nbr of Spots	1	1	2800
11	M-F 9a Today Show II ...F..	02	950	30 Comme	Nbr of Spots	1	1	950
12	M-F 10a News M.....	01	350	30 Comme	Nbr of Spots	1	1	350
13	M-F 1135p ET / 1035p CT Tonight Show M.....	03	800	30 Comme	Nbr of Spots	1	1	800
14	M-F 12p Today Show III M.....	02	350	30 Comme	Nbr of Spots	1	1	350
15	M-F 2p Rachael Ray M.....	02	400	30 Comme	Nbr of Spots	1	1	400
16	M-F 5p News M.....	02	1500	30 Comme	Nbr of Spots	1	1	1500
17	M-F 530a News M.....	02	450	30 Comme	Nbr of Spots	1	1	450
18	M-F 6a News M.....	02	1250	30 Comme	Nbr of Spots	1	1	1250
19	M-F 630p ET / 530p CT NBC Nightly News M.....	01	5000	30 Comme	Nbr of Spots	1	1	5000
Weekly Totals: Total Spots(Ord Spots)					50	10	60	

Mundy Katowitz Media, Inc.
1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 748 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	69450	Campaign Ref:	E:120821105
Buyer:		Client/Product/Estimate:	321 /340 /1564	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/08/12 to 10/21/12	Weeks:	2	Order Ref:	06278086
Est./PO Number:	06278086	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
20	M-F 7a Today Show M.....	02	1400	30 Comme	Nbr of Spots	1	1	1400
21	M-F 730p Entertainment Tonight M.....	02	1500	30 Comme	Nbr of Spots	1	1	1500
22	Sat 1130p ET / 1030p CT Saturday Night LiveS.	03	1350	30 Comme	Nbr of Spots	1	1	1350
23	Sat 7a Today ShowS.	02	650	30 Comme	Nbr of Spots	1	1	650
24	Sat 9a NewsS.	02	500	30 Comme	Nbr of Spots	1	1	500
25	M-Su Late News Late RunS	02	2200	30 Comme	Nbr of Spots	1	1	2200
26	Sun 12p NewsS	02	250	30 Comme	Nbr of Spots	1	1	250
27	Sun 9a NewsS	02	450	30 Comme	Nbr of Spots	1	1	450
28	M-F 1030a Extra ...T...	02	250	30 Comme	Nbr of Spots	1	1	250
29	M-Su 11p News ...T...	02	2200	30 Comme	Nbr of Spots	1	1	2200
30	M-F 12p Today Show III	02	300	30 Comme	Nbr of Spots	1	1	300
Weekly Totals: Total Spots(Ord Spots)					50	10	60	

Mundy Katowitz Media, Inc.
1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 748 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Priorities Usa Action/ Issue	Submission Cost: 69450	Campaign Ref: E:120821105
Buyer: ..	Client/Product/Estimate: 321 /340 /1564	Sales Rep: HRP Washington, DC
Schedule Dates: 10/08/12 to 10/21/12	Weeks: 2	Order Ref: 06278086
Est./PO Number: 06278086	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
31	M-F 3p Doctors ...T...	03	450	30 Comme	Nbr of Spots	1	1	450
32	M-F 530a News ...T...	02	450	30 Comme	Nbr of Spots	1	1	450
33	M-F 530p News ...T...	02	1500	30 Comme	Nbr of Spots	1	1	1500
34	M-F 6a News ...T...	02	1250	30 Comme	Nbr of Spots	1	1	1250
35	M-F 630p ET / 530p CT NBC Nightly News ...T...	01	5000	30 Comme	Nbr of Spots	1	1	5000
36	M-F 7a Today Show ...T...	02	1400	30 Comme	Nbr of Spots	1	1	1400
37	M-F 9a Today Show II ...T...	02	950	30 Comme	Nbr of Spots	1	1	950
38	Tue 10p ET / 9p CT Parenthood .T.....	02	4500	30 Comme	Nbr of Spots	1	1	4500
39	M-F 1030a Extra .T.....	02	250	30 Comme	Nbr of Spots	1	1	250
40	M-F 1135p ET / 1035p CT Tonight Show .T.....	03	800	30 Comme	Nbr of Spots	1	1	800
Weekly Totals: Total Spots(Ord Spots)					50	10	80	

Mundy Katowitz Media, Inc.
1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 748 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	69450	Campaign Ref:	E:120821105
Buyer:		Client/Product/Estimate:	321/340/1564	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/08/12 to 10/21/12	Weeks:	2	Order Ref:	06278086
Est./PO Number:	06278086	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
41	M-F 3p Doctors T.....	03	450	30 Comme	Nbr of Spots 1		1	450
42	M-F 4p Dr Oz T.....	02	800	30 Comme	Nbr of Spots 1		1	800
43	M-F 530a News T.....	02	450	30 Comme	Nbr of Spots 1		1	450
44	M-F 530p News T.....	02	1500	30 Comme	Nbr of Spots 1		1	1500
45	M-F 6a News T.....	02	1250	30 Comme	Nbr of Spots 1		1	1250
46	M-F 7p News T.....	02	1500	30 Comme	Nbr of Spots 1		1	1500
47	M-F 7a Today Show T.....	02	1400	30 Comme	Nbr of Spots 1		1	1400
48	M-F 9a Today Show II T.....	02	950	30 Comme	Nbr of Spots 1		1	950
49	M-F 10a News ..W....	01	350	30 Comme	Nbr of Spots 1		1	350
50	M-Su 11p News ..W....	02	2200	30 Comme	Nbr of Spots 1		1	2200
51	M-F 11a Daytime ..W....	02	250	30 Comme	Nbr of Spots 1		1	250
Weekly Totals: Total Spots(Ord Spots)					50	10	60	

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Submission Number 748 Issue 1



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Original

Client: Priorities Usa Action/ Issue	Submission Cost: 69,450	Campaign Ref: E:120821105
Buyer: ..	Client/Product/Estimate: 321 /340 /1564	Sales Rep: HRP Washington, DC
Schedule Dates: 10/08/12 to 10/21/12	Weeks: 2	Order Ref: 06278086
Est./PO Number: 06278086	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
52	M-F 1237a ET / 1137p CT Late Night ..W....	02	300	30 Comme	Nbr of Spots	1	1	300
53	M-F 12p Today Show III ..W....	02	300	30 Comme	Nbr of Spots	1	1	300
54	M-F 2p Rachael Ray ..W....	02	400	30 Comme	Nbr of Spots	1	1	400
55	M-F 530a News ..W....	02	450	30 Comme	Nbr of Spots	1	1	450
56	M-F 6p News ..W....	02	2000	30 Comme	Nbr of Spots	1	1	2000
57	M-F 6a News ..W....	02	1250	30 Comme	Nbr of Spots	1	1	1250
58	M-F 7a Today Show ..W....	02	1400	30 Comme	Nbr of Spots	1	1	1400
59	M-F 730p Entertainment Tonight ..W....	02	1500	30 Comme	Nbr of Spots	1	1	1500
60	M-F 9a Today Show II ..W....	02	950	30 Comme	Nbr of Spots	1	1	950
Weekly Totals: Total Spots(Ord Spots)					50	10	60	

Grand Totals

Totals	10/08	Month 10 Weeks: 4	10/15

Totals		10/08	Month 10 Weeks: 4	10/15
Spots	60		50	10
Cost	69450		56450	13000

Grand Totals:

Spots:	60
Gross Total:	69,450.00
Commission:	10,417.50
Net Total:	59,032.50